

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 565178 /		<u>Alt Order #</u> 09780469
<u>Product</u> COORS - CO7		
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Estimate #</u> 2734	
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 70.70
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	31	10/09/12	10/09/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$150.00	0.70			
2	31	10/10/12	10/10/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$150.00	0.70			
3	31	10/11/12	10/11/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$150.00	0.70			
4	31	10/12/12	10/12/12	M-F 5-530a Good Day	5a-530a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$150.00	0.70			
5	31	10/15/12	10/15/12	M-F 5-530a Good Day	5a-530a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				2	\$150.00	0.70			
6	31	10/09/12	10/09/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	1.10			
7	31	10/10/12	10/10/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	1.10			
8	31	10/11/12	10/11/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	1.10			
9	31	10/12/12	10/12/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	1.10			
D 10	31	10/15/12	10/15/12	M-F 530-6a Good Day	530-6a		:30				NM	0	\$0.00
11	31	10/09/12	10/09/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	1.20			
12	31	10/10/12	10/10/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 565178 /		<u>Alt Order #</u> 09780469
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> COORS - CO7	<u>Estimate #</u> 2734
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	1.20			
13	31	10/11/12	10/11/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	1.20			
14	31	10/12/12	10/12/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	1.20			
15	31	10/15/12	10/15/12	Good Day Colorado	6a-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$300.00	1.20			
16	31	10/09/12	10/09/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$300.00	0.80			
17	31	10/10/12	10/10/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$300.00	0.80			
18	31	10/11/12	10/11/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$300.00	0.80			
19	31	10/12/12	10/12/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$300.00	0.80			
20	31	10/15/12	10/15/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$300.00	0.80			
21	31	10/14/12	10/14/12	FOX News Sunday	9a-10a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$150.00	0.50			
22	31	10/10/12	10/10/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$450.00	1.00			
23	31	10/12/12	10/12/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$450.00	1.00			
D 24	31	10/13/12	10/13/12	Sa 530-6p	530p-6p		:30				NM	0	\$0.00
25	31	10/14/12	10/14/12	News Sunday 5p-530p	5p-530p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$325.00	1.40			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	10/08/12-10/14/12	News Sunday 5p-530p	5p-530p	-----Su	:30	\$325.00	1.40	NM		
Credited													
26	31	10/14/12	10/14/12	News Su 530-6p	530p-6p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$325.00	1.10			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	10/08/12-10/14/12	News Su 530-6p	530p-6p	-----Su	:30	\$325.00	1.10	NM		
Credited													
E 27	31	10/14/12	10/14/12	MLB Championship Ser	2p-CC		:30				NM	4	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				2	\$2,500.00	5.20			

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<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> COORS - CO7	<u>Estimate #</u> 2734
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals Spots Amount	
												2	\$5,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	31	10/08/12-10/14/12	MLB Championship Ser	2p-CC	-----Su	:30	\$2,500.00	5.20	NM				
See MG 27.3,27.4,27.5,27.6													
2	31	10/08/12-10/14/12	MLB Championship Ser	2p-CC	-----Su	:30	\$2,500.00	5.20	NM				
See MG 27.3,27.4,27.5,27.6													
3	31	10/08/12-10/14/12	MLB Championship Ser	2p-CC	-----Su	:30	\$1,500.00	5.20	NM				
Ⓜ MG for 30.1,27.2,27.1													
4	31	10/08/12-10/14/12	MLB Championship Ser	2p-CC	-----Su	:30	\$1,500.00	5.20	NM				
Ⓜ MG for 30.1,27.2,27.1													
5	31	10/14/12-10/14/12	NFL on FOX 11am	11a-CC	-----Su	:30	\$4,000.00	5.20	NM				
Ⓜ MG for 30.1,27.2,27.1													
6	31	10/14/12-10/14/12	FOX NFL Pregame	10a-11a	-----Su	:30	\$500.00	5.20	NM				
Ⓜ MG for 30.1,27.2,27.1													
28	31	10/15/12	10/15/12	MLB Championship Ser	2p-CC		:30				NM	2	\$5,000.00
												1	\$1,200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12 10/21/12 M----- 2 \$2,500.00 5.20												0	\$0.00
29	31	10/13/12	10/13/12	College Football Lat	5p-cc		:30				NM		
												1	\$1,200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -----S- 1 \$1,200.00 2.90												0	\$0.00
E 30	31	10/14/12	10/14/12	NFL/Postgame	2p-12a		:30				NM		
												1	\$1,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -----S 1 \$2,500.00 5.50												1	\$1,500.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	31	10/08/12-10/14/12	NFL/Postgame	2p-12a	-----Su	:30	\$2,500.00	5.50	NM				
See MG 27.3,27.4,27.5,27.6												1	\$500.00
31	31	10/09/12	10/09/12	M-F LN 9p-930p News	9p-930p		:30				NM		
												1	\$400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -T----- 1 \$1,500.00 3.00												1	\$1,000.00
32	31	10/11/12	10/11/12	M-F LN 9p-930p News	9p-930p		:30				NM		
												1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 ---T--- 1 \$1,500.00 3.00												1	\$250.00
33	31	10/13/12	10/13/12	Sa LN 9p-930p	9p-930p		:30				NM		
												1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -----S- 1 \$500.00 2.30												0	\$0.00
34	31	10/13/12	10/13/12	Sa LN 930p-10p	930p-10p		:30				NM		
												1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -----S- 1 \$400.00 1.80												1	\$250.00
35	31	10/14/12	10/14/12	Su LN 9p-930p	9p-930p		:30				NM		
												1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -----S 1 \$1,000.00 2.60												1	\$250.00
36	31	10/09/12	10/09/12	TMZ	1035p-1105p		:30				NM		
												1	\$250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 -T----- 1 \$250.00 0.70												1	\$250.00
37	31	10/10/12	10/10/12	TMZ	1035p-1105p		:30				NM		
												0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 --W---- 1 \$250.00 0.70												0	\$0.00
38	31	10/11/12	10/11/12	TMZ	1035p-1105p		:30				NM		
												0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/08/12 10/14/12 ---T--- 1 \$250.00 0.70												0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	31	10/08/12-10/14/12	TMZ	1035p-1105p	----Th-----	:30	\$250.00	0.70	NM				
Credited													

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565178 /	09780469

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10/09/12 - 10/15/12	COORS - CO7	2734

<u>Advertiser</u>	<u>Original Date / Revision</u>
Coors/R/Congress	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	<u>Totals</u>	
39	31	10/12/12	10/12/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$250.00	0.70			
40	31	10/15/12	10/15/12	TMZ	1035p-1105p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$250.00	0.70			
41	31	10/13/12	10/13/12	College Football Early	1p-cc		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$500.00	0.00			
Totals												41	\$26,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	41	\$26,750.00	\$22,737.50
Totals	41	\$26,750.00	\$22,737.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.